

## Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 00416 201207Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----078704 210332Z /45

R 201130Z JAN 78  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6168

UNCLAS TAIPEI 416

FOR BED/OIM/EA-KELLY

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: CLOSING DAY REPORT

1. BUSINESS & OFFICE EQUIPMENT EXHIBITION-MULTI-FIRM BSP.

2. U.S. TRADE CENTER, TAIPEI, JANUARY 16-20, 1978.

3. 15 PARTICIPANTS- 22 EXHIBITORS

A. OTM - 22

B. NTM - 0

4. \$352,050

5. \$4,249,950

6. 0

7. 0

8.0

9. N.A.

10. 1440 (UNOFFICIAL)

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 00416 201207Z

11. PARTICIPANT'S ENTHUSIASTIC SUPPORT OF SHOW AND  
COOPERATION DURING PROMOTION PERIOD RESPONSIBLE,  
TO A LARGE DEGREE, FOR SUCCESS OF THIS EVENT.  
ALTHOUGH DISPLAY EQUIPMENT CAME FROM LOCAL STOCK,  
SEVERAL PARTICIPANTS ORDERED NEW MODELS FROM  
THEIR PARENT FIRMS AND USED THIS MULTI-FIRM EVENT

TO LAUNCH LOCAL PROMOTION EFFORTS. THEY USED  
PAID NEWSPAPER ADS AND PRESS RELEASES MOST  
EFFECTIVELY.

INDIVIDUAL SUCCESS STORIES ARE DIFFICULT TO  
IDENTIFY AS 73 PERCENT OF PARTICIPANTS REPORTED  
IMMEDIATE SALES AND THEIR CONSERVATIVE PR3:-  
TIONS OF SALES FOR THE COMING 12 MOS WERE  
SUBSTANTIAL. THE EXHIBITORS RECORDED 1745 SALES  
LEADS DURING THE EVENT.

12. CONTINUOUS RAIN AND TEMPERATURES AS LOW AS 45 DEGREES F  
FAILED TO DAMPEN BUYERS' SPIRITS. THE ROC  
GOVERNMENT'S "BUY MORE FROM AMERICA" (BMA) SLOGAN  
WAS APPARENTLY A CONTRIBUTING FACTOR TO SUCCESS  
OF THE SHOW. GOVERNMENT OFFICIALS, MILITARY,  
UNIVERSITIES, AS WELL AS STRICTLY COMMERCIAL  
BUYERS WERE NOTED IN THE STEADY FLOW OF ATTENDEES.  
A GOOD OMEN TO CONSIDER FOR TC'S UPCOMING SCHEDULE  
OF EVENTS.  
UNGER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978TAIPEI00416  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780032-0024  
**Format:** TEL  
**From:** TAIPEI  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780138/aaaabfur.tel  
**Line Count:** 82  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** a20cc7e1-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 09 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3736368  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CLOSING DAY REPORT  
**TAGS:** BEXP, TW  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/a20cc7e1-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014